

HoMedics returns to TV with new Smoothee IR advert signed by Connexia

Milan, 5 November 2021 - **HoMedics**, a leading American health and wellness brand, relies on **Connexia** to devise and produce the TV advert dedicated to the new Smoothee IR product, a next-generation smart anti-cellulite product that reproduces a professional massage straight from your own home

On air from **5 November until 26 November**, the advert was overseen by the Milan-based communication and marketing agency, which was responsible for devising and developing the creative concept, as well as producing the video content. This was realised by **Media House of Connexia**, the agency's in-house CdP.

The new HoMedics advert primarily aims to showcase an innovative cellulite-fighting product that is easy to use, safe and effective.

The footage is modern, fast-paced and engaging and is supported by animated infographics highlighting the product's features and benefits. The focus of the advert is the home, a bright, clean and orderly environment where the setting includes the pastel shades of Smoothee IR and high-key lighting.

The star of the advert is a modern-day girl struggling with smart working. After one of the day's many meetings, she lowers the computer screen and gets up. Within seconds, we find her in her underwear ready to use her daily beauty ally. The product is then discussed while being used, through extreme close-ups and fluid,



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constant camera movements, allowing us to follow treatment stages *step-by-step*.

*"We are delighted with the final results achieved thanks to the support of Connexia, who has partnered with us for some time now including the entire communication part. Smoothee IR is the product that best represents HoMedics' innovation in the world of massage and beauty devices - explains **Dante Cesaro, Marketing Director of HoMedics** - We were personally involved in the development of this unique product. Our aim is to offer professional support just like in a beauty parlour, only straight from your own home!"*

Credits

Creative Director - Adriano Aricò, Anna Vasta
Copywriter - Giulia Oliva
Senior Art Director - Benedetta Biassoni
Client Director - Roberta Croce
Account Manager - Katia Triaca

CdP - Connexia Media House

Videomaker & Editor - Cesare Ambrogi
Videomaker & DOP - Gabriele Napolitano

Producer - Giulia Moroni

Connexia

Connexia is creativity.

It is data-driven thinking.

It is excellence in media management.

And it is technological innovation.

And not just that. Connexia is most of all passion, ethical commitment, transparency, corporate social responsibility.

It is a multicultural and multidisciplinary team: 140 professionals capable of building and expressing brand values and guiding the processes of digital transformation.

We think and develop ideas that thrive across all channels, fearless of being measured on the effectiveness of each campaign.

Expect to work with us in a new way: together, in real time, through co-creative processes continuously and experimentally oriented towards business objectives and communication. www.connexia.com

Connexia Società Benefit S.r.l.

Via B. Panizza, 7 · 20144 Milan · tel +39 02 8135541 · fax +39 02 89180056

Taxpayer code and VAT ID 12205240158 · Share capital Euro 500.000,00 fully paid up. · Economic administrative index 1537791

info@connexia.com · www.connexia.com

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Homedics

Since it was founded in 1987, HoMedics has established itself as a leading health and wellness brand. The company's mission is to create products that make it easier for its consumers to maintain their well-being taking into account the fundamental importance of a healthy lifestyle.

Through an in-depth study of its customers' needs and ongoing investment in technology, research and development, HoMedics is now able to offer a wide range of products designed to promote relaxation, raise energy levels and simplify everyday life.

HoMedics manufactures over 500 different products distributed in 50,000 outlets with a widespread presence in 60 countries across the world. In Italy, distribution has now reached more than 1,000 outlets in the main electronics and large-scale retail chains, plus most online retailers, as well as a presence in the main sales outlets in the pharmaceutical sector.

For further information: www.homedics.it

Customer service: tel. 02 91483342

E-mail: italia@homedics.com

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